

Job Description

Post title: Senior Account Manager, Universixty

Salary: 40k plus annual performance-related bonus and 26 days' holiday (pro rata)

Line manager:

Penny Eccles

Staff supervised by the postholder:

Supervision of Virtual Assistant and regular liaison with web designers, social media contractors, graphic designers and video editors. Management of future team members as the company grows.

Job purpose:

To build the Universixty brand to become the best source of HE-dedicated authentic video content for students.

Secondary job purpose: To support the director in the delivery of Penny Eccles Ltd consultancy.

Principal duties and responsibilities:

1. Build strong relationships with current and prospective Universixty clients in order to assess their requirements, to support their needs and to help them to encourage current students to create new Universixty videos.
2. Ensure a positive onboarding experience for new members, including establishing new partnership agreements.
3. To engage in business development activities to achieve targets.
4. Development and delivery of a plan to engage with national sixth forms, schools and careers advisors so that they actively recommend the Universixty site to their students.
5. Project management of new initiatives e.g. a Universixty roadshow across key universities.
6. Organisation of virtual Universixty Founder Member meetings.
7. With the director, support the delivery of innovative web, video and social media campaigns.
8. Commission lead-gen campaigns and develop a strong proposition for prospective students to sign up to Universixty.
9. Support the development of the website and CRM system to ensure they provide the best experience for stakeholders.
10. Collect and analyse data to evidence the success of the Universixty service for core stakeholders.
11. Support the diversification of the Universixty brand, by identifying new product innovations.
12. Facilitate workshops, where required, to support consultancy projects.
13. Report writing.

Special requirements:

Possible overnight university/conference trips (plenty of notice given where possible).

Work will be home-based, initially, with weekly zoom catch-up meetings with Penny and regular in-person catch-ups.

N.B. You may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined.

PERSON SPECIFICATION

Experience:	
<p>Essential</p> <ul style="list-style-type: none"> • Experience of developing and implementing marketing strategies within a university or HE-related organisation • Proven track record in delivering marketing impact. • Experience of developing strategic partnerships. • Experience of co-ordinating digital marketing campaigns. 	<p>Desirable</p> <ul style="list-style-type: none"> • Experience of leading a high performing marketing team: developing and nurturing talent. • Account Management experience. • Experience of using CRM systems. • Web development experience. • Experience of international student recruitment.
Skills:	
<p>Essential:</p> <ul style="list-style-type: none"> • Communications and presentation skills. • Interpersonal and negotiating skills. • Organisational and financial management skills. • Project management skills. • Ability to work accurately and effectively under pressure. • Creative, proactive and at ease being empowered. • Problem solving and decision-making skills. • A 'can do' attitude. 	<p>Desirable</p> <ul style="list-style-type: none"> • Understanding of the HE policy environment. • Leadership and team building skills. • Analytical skills. • Social media and content development.
Qualifications:	
<p>Essential</p> <ul style="list-style-type: none"> • Degree. • Hold a full UK Driving licence. 	<p>Desirable</p> <ul style="list-style-type: none"> • Masters qualification in marketing/CIM qualified or related area or equivalent experience.